

14TH ANNUAL

# MICHIGAN TRAFFIC SAFETY SUMMIT 2009



## TRAFFIC SAFETY INFORMATION & TRENDS

**MARCH 24-26, 2009** KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING



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**ATTENDEES**—As a courtesy to others, please observe good cell phone and pager manners. When attending sessions or meeting in the public areas adjacent to these activities, turn off all wireless communication devices or use the silent notification options. If you must take a call, please step out of the room rather than disrupt the event. Thank you!

# Welcome

## TO THE 14TH ANNUAL MICHIGAN TRAFFIC SAFETY SUMMIT

*The 14th Annual Michigan Traffic Safety Summit features three days of traffic safety trends and information presented by both state- and national-level speakers.*

*During this year's conference you will find yourself surrounded by Michigan's premier traffic safety professionals. It is our hope that we will all be able to learn from each other's experiences and use this knowledge to solve local traffic safety issues whether it be bicycle and pedestrian path design, impaired driving, or young drivers.*

*Twenty-eight workshops and six general sessions on the four E's—Enforcement, Education, Engineering, and EMS—will be offered over the next three days. We hope this year's Summit provides valuable information and the opportunities to strengthen partnerships.*

## 2009 Traffic Safety Summit Agenda-At-A-Glance

### TUESDAY, MARCH 24, 2009

7:30 a.m. – 4:30 p.m.	Registration
8 a.m. - 9 a.m.	Continental Breakfast
9 a.m. – 10:15 a.m.	Opening and General Session <b>PARENTING SKILLS AND KEEPING YOUNG DRIVERS SAFE</b>
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:30 a.m.	General Session <b>SCIENCE OF THE POSITIVE; IMPACTING COMMUNITY NORMS</b>
11:30 a.m. - 1 p.m.	Lunch with speaker <b>A FRESH LOOK AT YOUNG DRIVERS: CELL PHONES AND LICENSING</b>
1:15 p.m. - 2:45 p.m.	Workshops (Six Sessions)
2:45 p.m. - 3 p.m.	Break
3 p.m. - 4:30 p.m.	Workshops (Six Sessions)

### WEDNESDAY, MARCH 25, 2009

7:30 a.m. – 4:30 p.m.	Registration
7:30 a.m. - 8:30 a.m.	Breakfast
8 a.m. - 4:30 p.m.	Exhibits Open – one day only
8:30 a.m. – 9:30 a.m.	General Session <b>FEDERAL TRANSPORTATION SAFETY REAUTHORIZATION: WHAT'S AHEAD</b>
9:30 a.m. - 10 a.m.	Break with exhibitors
10 a.m. - 11:30 a.m.	General Session <b>MEDIA RELATIONS 101</b>
11:30 a.m. – 1 p.m.	Lunch
1 p.m. - 2:30 p.m.	Workshops (Six Sessions)
2:30 p.m. - 3 p.m.	Break with exhibitors
3 p.m. - 4:30 p.m.	Workshops (Six Sessions)
4:30 p.m.	Exhibits close

### THURSDAY, MARCH 26, 2009

7:30 a.m. – Noon	Registration
7:30 a.m. - 8:30 a.m.	Breakfast
8:30 a.m. – 9:30 a.m.	General Session <b>OBJECTS IN THE MIRROR MAY BE CLOSER THAN THEY APPEAR</b>
9:30 a.m. - 10 a.m.	Break
10 a.m. - 11:30 a.m.	Workshops (Four Sessions)
Noon – 2 p.m.	Awards Luncheon and Closing

# Workshop Summary

## 1:15-2:45 P.M. TUESDAY, MARCH 24

Enforcement	<b>A Community's Approach to Making Traffic Safety a Priority</b>	104AB
Engineering	<b>System surveillance: Finding Issues Before They Become Problems</b>	Lincoln
Alcohol	<b>Social Norming</b>	103AB
Occupant Protection	<b>Occupant Protection For Children in the Hispanic Community</b>	Michigamme
Enforcement	<b>The 4-1-1 on Ignition Interlocks and Medical Marijuana</b>	Auditorium
Distracted Driving	<b>Driving has Changed: Dealing With Distracted Driving and How Technology May Assist</b>	106

## 3-4:30 P.M. TUESDAY, MARCH 24

Enforcement	<b>Data-Driven Approaches to Crime and Traffic Safety</b>	104AB
Engineering	<b>Traffic Incident Management</b>	103AB
EMS	<b>Improving Post-Crash Survival</b>	Lincoln
Motorcycles	<b>Motorcycle Safety and Training – 2010 and Beyond</b>	Auditorium
Youth Alcohol	<b>Student Athletes and Underage Drinking</b>	106
Workplace Safety	<b>Incorporating Traffic Safety Programs in the Workplace</b>	Michigamme

## 1-2:30 P.M. WEDNESDAY, MARCH 25

Enforcement	<b>How Law Enforcement Can Promote Safe Bicycling in Michigan</b>	106
Engineering	<b>Pedestrian and Bicycle Roadway Design: Safe, Smart, and Defendable</b>	Lincoln
Young Drivers	<b>Teen Drivers and Traffic Safety</b>	Auditorium
Senior Mobility	<b>University Approach to Maintaining Safe Senior Mobility</b>	104AB
CMV	<b>When Traffic Safety Equals Food Safety</b>	103AB
Licensing	<b>Assisting and Assessing Drivers: Michigan Department of State Update and Overview</b>	Michigamme

## 3-4:30 P.M. WEDNESDAY, MARCH 25

Enforcement	<b>Legal Update: What Law Enforcement Needs to Know Regarding Traffic Laws</b>	Lincoln
Engineering	<b>How to Hustle: Finding Your Local Match and Justifying Projects</b>	Auditorium
Occupant Protection	<b>How Can We Increase Teen Belt Use?</b>	Michigamme
EMS	<b>The State of EMS and Traffic Safety in Michigan</b>	104AB
Education	<b>Bicycle and Pedestrian Traffic at the Tipping Point</b>	106
Communication	<b>The New World of Social Media</b>	103AB

## 10-11:30 A.M. THURSDAY, MARCH 26

Enforcement	<b>Building a Better OWI Case</b>	Lincoln
Engineering	<b>Intersection and Pedestrian Safety in Kalamazoo</b>	103AB
Occupant Protection	<b>Outreach and Occupant Protection for Children in the Community</b>	106
School Bus	<b>School Buses: When Seat Belts Aren't the Answer</b>	Auditorium

## General Session Speakers

### PARENTING SKILLS AND KEEPING YOUNG DRIVERS SAFE



**DR. KENNETH R. GINSBURG,**  
*Associate Professor of Pediatrics at  
The Children's Hospital of Philadelphia  
and University of Pennsylvania  
School of Medicine, Philadelphia,  
Pennsylvania*

Dr. Kenneth R. Ginsburg, M.D., practices social adolescent medicine which focuses on the prevention and recognition that social context, stressors, and poverty impact upon health.

He is also the medical director for Covenant House Pennsylvania, a care system that serves homeless, street, and marginalized youth in Philadelphia.

Dr. Ginsburg brings his understanding of resilience, parenting, and teenage behavioral change to the topic of adolescent driving, the leading killer of young people. As part of The Children's Hospital of Philadelphia Center for Injury Research and Prevention, Dr. Ginsburg is working with a team of social scientists, doctors, and engineers to save teens' lives in cars.

### THE SCIENCE OF THE POSITIVE: IMPACTING COMMUNITY NORMS



**JEFFREY LINKENBACH, Ed.D.,**  
*Faculty Member, Department of  
Health & Human Development,  
Montana State University; and  
Director, Montana Social Norms  
Project, Bozeman, Montana*

Jeff Linkenbach, Ed.D., is well known for being a pioneer in the area of the social norms approach to prevention. His research and innovative project development strive to translate social science into social action.

An example of his work includes the creation of the (7 Step) Montana Model of Social Norms Marketing which provides coordination for the MOST of Us campaigns. This model has been successfully applied in Montana with groups such as young adults, public schools, adults, and communities regarding the prevention of problems associated with alcohol, tobacco, traffic safety, nutrition, and parent-child communication.

Dr. Linkenbach holds a doctorate of education and a master's degree in counseling. He has over 17 years of experience in the field of health promotion as a trainer, program director, researcher, and faculty member.

### A FRESH LOOK AT YOUNG DRIVERS: CELL PHONES AND LICENSING



**ANNE T. MCCARTT, Ph.D.,** *Senior  
Vice President, Research, Insurance  
Institute for Highway Safety,  
Arlington, Virginia*

Anne T. McCartt, Ph.D., has worked in the highway safety field for 25 years and has been with the Insurance Institute for Highway Safety since 2002.

She has authored more than 140 technical reports and scientific papers on such topics as side airbag effectiveness, distracted driving, alcohol-impaired driving, large truck safety, young drivers, and occupant restraints.

She was president of the Association for the Advancement of Automotive Medicine and serves on expert committees and advisory boards of the Transportation Research Board and other safety organizations. Dr. McCartt received her bachelor's degree from Duke University and a doctorate in public administration and policy from the Rockefeller College of Public Affairs and Policy, State University of New York at Albany.

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**FEDERAL TRANSPORTATION SAFETY REAUTHORIZATION: WHAT'S AHEAD**


**MICHAEL G. WITTER**, *Regional Administrator, National Highway Traffic Safety Administration, Region 5, Olympia Fields, Illinois*

Michael Witter began his career with the National Highway Traffic Safety Administration (NHTSA) in 1978 as a college intern working in the Kansas City, Missouri office. After completing his undergraduate degree in safety at the University of Central Missouri, Mr. Witter transferred to the NHTSA Denver, Colorado office. While there, he served as the occupant protection and impaired driving coordinator for six states. In 1988, he transferred to NHTSA's Washington, D.C., Office of Occupant Protection, focusing on programs designed to raise seat belt use.

Mr. Witter became a regional program manager for the NHTSA Region 5 office in 1990, working with Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. In 2004, he was named deputy regional administrator and in 2008 was selected as the regional administrator.

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**MEDIA RELATIONS 101**


**RICK KAMEL**, *owner, RK Public Relations, Chicago, Illinois*

Since 1983, Rick Kamel has been a public relations practitioner and media relations trainer. He conducts news media relations training seminars across the country, gives key speeches about the news media, develops proactive news media marketing systems for corporations, and designs news media crisis communications plans.

As owner of his own public relations agency, Chicago-based RK Public Relations, he has worked for such clients as Chevrolet Motor Division, Ford Motor Company, Kellogg's, and Wendy's restaurants.

Mr. Kamel has received several news awards from the Associated Press and United Press International. Other recognitions include the Gold Spectrum Award and Best of Show from the Public Relations Society of America in 1997.

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**OBJECTS IN THE MIRROR MAY BE CLOSER THAN THEY APPEAR**


**TOM VANDERBILT**, *author, Brooklyn New York*

Tom Vanderbilt writes on design, technology, science, and culture, among other subjects, for many publications, including *Wired*, *The Wall Street Journal*, *Men's Vogue*, *Rolling Stone*, *The New York Times*, and *Popular Science*. He is contributing editor to the design magazines *I.D.* and *Print*, and contributing writer for the popular blog *Design Observer*.

His most recent book is the New York Times bestseller *Traffic: Why We Drive the Way We Do (and What It Says About Us)*. He is also the author of two previous books: *Survival City: Adventures Among the Ruins of Atomic America*, an offbeat architectural travelogue of the nation's secret Cold War past; and *The Sneaker Book*, a cultural history of the athletic shoe.

He has given lectures at colleges and business conferences, and has appeared on a wide variety of radio and television programs around the world, including NBC's Today Show, ABC News' Nightline, NPR's Morning Edition, Fresh Air with Teri Gross, the BBC's World Service and The One Show, Fox Business, and CNN's Business Today.



# Tuesday Agenda

TUESDAY, MARCH 24, 2009		
7:30 a.m. – 4:30 p.m.	<b>Registration</b>	Central Lobby
7:30 – 9 a.m.	<b>Continental Breakfast</b>	Centennial ABC
9 – 10:15 a.m.	<b>Welcome and Opening General Session</b>	Big Ten BC
<b>WELCOME AND INTRODUCTIONS</b>		
Lieutenant Colonel <b>Timothy Yungfer</b> , Deputy Director, Michigan Department of State Police		
<b>Larry Tibbits</b> , Chief Operations Officer, Michigan Department of Transportation		
<b>GENERAL SESSION</b>		
<b>PARENTING SKILLS AND KEEPING YOUNG DRIVERS SAFE</b>		
Dr. <b>Kenneth R. Ginsburg</b> , Associate Professor of Pediatrics at The Children's Hospital of Philadelphia and University of Pennsylvania School of Medicine, Philadelphia, Pennsylvania		
<i>Traffic crashes are the leading cause of death for today's youth. A team of social scientists, doctors, and engineers are working together at The Children's Hospital of Philadelphia's Center for Injury Research and Prevention to save teens lives in cars. Hear from the perspective of adolescent development on how parents can be more effective at helping teens make good choices about safe driving.</i>		
10:15 – 10:30 a.m.	<b>Break</b>	Centennial ABC
<b>GENERAL SESSION</b>		
10:30 a.m. – 11:30 a.m.	<b>THE SCIENCE OF THE POSITIVE: IMPACTING COMMUNITY NORMS</b>	Big Ten BC
<b>Jeffrey Linkenbach</b> , Ed.D., Faculty Member, Department of Health & Human Development, Montana State University; and Director, Montana Social Norms Project, Bozeman, Montana		
<i>Much of people's behavior is influenced by their perceptions of what is "normal" or "typical." Informing people that the majority of their peers are acting in a positive or healthy way can create an environment in which people actively strive to emulate what they believe is typical of their peers. Discover how social norms marketing can make a difference when talking about alcohol or safety belt use.</i>		
11:30 a.m. – 1 p.m.	<b>LUNCH WITH SPEAKER</b>	Big Ten A
<b>A FRESH LOOK AT YOUNG DRIVERS: CELL PHONES AND LICENSING</b>		
<b>Anne T. McCartt</b> , Ph.D., Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, Virginia		
<i>The Insurance Institute for Highway Safety (IIHS) has recently called on states to delay driver licensure to save lives. Licensing at older ages would substantially reduce crashes involving teen drivers. In addition, learn what IIHS studies have revealed regarding the effectiveness of teen cell phone bans.</i>		
<b>WORKSHOPS</b>		
1:15 – 2:45 p.m.	<b>OCCUPANT PROTECTION— Occupant Protection for Children in the Hispanic Community</b>	Michigamme
<b>Leslie Jauregui</b> , Program Coordinator, Injury Free Coalition for Kids, Miami, Florida		
<b>Martin E. Moreno</b> , Project Coordinator, Arizona Governor's Office of Highway Safety, Tucson, Arizona		
<b>Laura Sonderup</b> , Director, Hispanidad, Denver, Colorado		
<i>National data shows that Hispanic children are overrepresented in crashes. Learn about programs designed to reach the Hispanic community with safety information.</i>		
1:15 – 2:45 p.m.	<b>ENFORCEMENT— A Community's Approach to Making Traffic Safety a Priority</b>	104AB
Chief <b>David M. Slusser</b> , Celina Police Department, Celina, Ohio		
<i>Hear the story of how a small city police chief utilized ingenuity and resourcefulness to motivate his officers and community to create a successful traffic safety program using limited resources.</i>		



1:15 – 2:45 p.m.	<b>ALCOHOL—Social Norming</b> <b>Homer Smith</b> , Executive Director, MADD Michigan <b>Chief Tom Wibert</b> , East Lansing Police Department <i>Learn firsthand how law enforcement can actively work to implement the “power of the positive” messaging strategy to reduce underage drinking and impaired driving. Also find out how local Michigan communities have been implementing this approach.</i>	103AB
1:15 – 2:45 p.m.	<b>DISTRACTED DRIVING—Driving Has Changed: Dealing with Distracted Driving and How Technology May Assist</b> <b>Gary Bubar</b> , Community Outreach and Safety Coordinator, AAA Michigan <b>Cheryl Dupay</b> , Safety Coordinator, AAA Michigan <b>David Teater</b> , Director, Aegis Mobility, Inc., Spring Lake, Michigan <i>Driving has changed due to the ever-increasing number of distractions inside and outside of the vehicle. Practical approaches on how to educate the public about these issues and a program designed to address the teen driving population will be discussed. Learn about advances in technology that block or manage talking and texting while in the vehicle to help reduce distractions.</i>	106
1:15 – 2:45 p.m.	<b>ENGINEERING—System Surveillance: Finding Issues Before They Become Problems</b> <b>Jason Firman</b> , P.E., Engineer Manager, Congestion and Mobility Unit, Michigan Department of Transportation <b>Dean Kanitz</b> , Transportation Engineer, Michigan Department of Transportation <b>Stephanie Palmer</b> , Region Traffic and Safety Engineer, Michigan Department of Transportation <i>A two-part discussion on highway safety will be offered in this workshop. Part one examines systematic safety improvements versus spot location improvements. Although local agencies experience nearly 60 percent of all fatalities, those crashes are spread over 90 percent of all roads in the state. Part two focuses on finding “broken” locations and attempting to fix them. An introduction to Michigan’s annual 5 percent report and reports from agencies that have already fixed locations identified in the report are included.</i>	Lincoln
1:15 – 2:45 p.m.	<b>ENFORCEMENT—The 4-1-1 on Ignition Interlocks and Medical Marijuana</b> <b>Kenneth Stecker</b> , Traffic Safety Resource Prosecutor, Prosecuting Attorney’s Association of Michigan <i>The Michigan Legislature recently passed laws covering high BAC drivers and ignition interlocks. While these new provisions won’t take affect until 2010, learn what this covers and changes that will be coming. Also learn about the state’s new medical marijuana law and how that may pertain to motorists.</i>	Auditorium
2:45 – 3 p.m.	<b>Break</b> <b>WORKSHOPS</b>	South Lobby
3 – 4:30 p.m.	<b>ENFORCEMENT—Data-Driven Approaches to Crime and Traffic Safety</b> Colonel <b>Kenneth L. Morckel</b> (Retired) and Director, Law Enforcement/Homeland Security Services for First Response Solutions, Dublin, Ohio <i>Law enforcement responsibilities continue to increase while funding is decreasing and cannot be expected to support long-range efforts. Consequently, agencies must consider developing data-driven programs to reduce crashes, injuries, and deaths that achieve results rather than simply assess officer productivity. Recognizing that traffic enforcement is law enforcement allows agencies to impact non-traffic criminal acts in addition to saving lives in their communities.</i>	104AB

## Tuesday Agenda (continued)

3 – 4:30 p.m.	<b>ENGINEERING—Traffic Incident Management</b> <b>Jim Gaus</b> , Occupational Safety Specialist, Michigan Department of Transportation Detective <b>Steven Hinkley</b> , Vehicular Homicides and Major Crimes, Calhoun County Sheriff's Office <b>Angie Kremer</b> , Traffic Incident Management Engineer, Michigan Department of Transportation <i>The discussion will cover crash reconstruction and the relationships needed between agencies on sharing information and resources to open roadways safely and quickly. Worker safety requirements will also be presented.</i>	103AB
3 – 4:30 p.m.	<b>EMS—Improving Post-Crash Survival</b> <b>Carla Kohoyda-Inglis</b> , MPA, Program Manager, University of Michigan Program for Injury Research & Education <b>Lawrence E. Williams</b> , President/CEO, Roadside Telematics Corporation, Newport Beach, California <i>Improving your chances of surviving a traffic crash depends upon timely access to health information and other types of data. Learn how new technologies including automatic collision notification can be used to provide the data needed to improve future policies and best practices for victim care.</i>	Lincoln
3 – 4:30 p.m.	<b>MOTORCYCLES—Motorcycle Safety and Training – 2010 and Beyond</b> <b>Al Hydeman</b> , Managing Director, Motorcycle Safety Foundation, Irvine, California <b>Diane Wigle</b> , Chief, Safety Countermeasures Division, National Highway Traffic Safety Administration, Washington, D.C. <i>About 40 percent of motorcycle crashes involve unendorsed/untrained motorcyclists. Learn about the national perspective on motorcycle safety, the latest and greatest motorcycle training options, and how training can impact motorcycle crashes. This session includes an overview of the Motorcycle Safety Foundation's SMART trainer simulator</i>	Auditorium
3 – 4:30 p.m.	<b>YOUTH ALCOHOL—Student Athletes and Underage Drinking</b> <b>John Underwood</b> , Director, The American Athletic Institute, Chestertown, New York <i>Underage drinking by high school and university students continues to be a significant problem. Preventing student alcohol use is an important goal of administrators because of the many negative consequences resulting from alcohol use and abuse. When schools establish alcohol policies that clearly state expectations and penalties regarding alcohol use by students they help send the message that underage drinking is unacceptable. Participants will be shown the importance of developing strong policies and how to communicate and enforce these policies.</i>	106
3 – 4:30 p.m.	<b>WORKPLACE SAFETY—Incorporating Traffic Safety Programs in the Workplace</b> <b>Matthew Betz</b> , Vice President, National Account Sales, AmeriFleet Transportation, Brighton, Michigan <b>Joseph L. McKillips</b> , Manager, Commercial Program Support, Abbott, Abbott Park, Illinois <i>Motor vehicle crashes cost U.S. employers over \$60 billion annually. The Network of Employers for Traffic Safety is dedicated to reducing traffic crashes, the primary cause of lost work time and employee fatalities. Find out about programs designed to assist employers in reducing motor vehicle crashes, both on- and off-the-job.</i>	Michigamme

# Wednesday Agenda

WEDNESDAY, MARCH 25		
7:30 a.m. – 4:30 p.m.	<b>Registration</b>	Central Lobby
7:30 a.m. – 8:30 p.m.	<b>Breakfast</b>	Big Ten A
8 a.m. – 4:30 p.m.	<b>Exhibits Open (one day only)</b>	Centennial ABC, Red Cedar AB
<b>GENERAL SESSION</b>		
8:30 – 9:30 a.m.	<b>FEDERAL TRANSPORTATION SAFETY REAUTHORIZATION: WHAT'S AHEAD</b> <b>Michael G. Witter</b> , Regional Administrator, National Highway Traffic Safety Administration, Region 5, Olympia Fields, Illinois  <i>Americans are changing how they drive and what they drive, turning to more fuel efficient vehicles to deal with rising gas costs. This in turn has led to substantial declines in revenues for roads and safety programs. The new Congress will have to grapple with reauthorization of the spending bill for the nation's infrastructure and traffic safety programs. Learn where this process may be headed and what the states can anticipate.</i>	Big Ten BC
9:30 – 10 a.m.	<b>Break with Exhibitors</b>	Centennial ABC, Red Cedar AB
<b>GENERAL SESSION</b>		
10 – 11:30 a.m.	<b>MEDIA RELATIONS 101</b> <b>Rick Kamel</b> , owner, RK Public Relations, Chicago, Illinois  <i>When people say Rick Kamel breaks the rules, they're dead wrong—he just makes up his own. He has brought successful innovation and periodic aggravation to the status quo for the past 25 years as a public relations practitioner. Learn solid communication techniques for today's instant media world and how to best utilize the media to communicate your message.</i>	Big Ten BC
11:30 a.m. – 1 p.m.	<b>Lunch</b>	Big Ten A
<b>WORKSHOPS</b>		
1-2:30 p.m.	<b>ENFORCEMENT—How Law Enforcement Can Promote Safe Bicycling in Michigan</b> <b>Rich Moeller</b> , Executive Director, League of Michigan Bicyclists  <i>Why do bicycle crashes really happen and how can law enforcement help prevent these often-deadly occurrences? Learn about Michigan laws and why it is important for officers to enforce bicycle safety laws. Tips on effective enforcement methods will also be presented.</i>	106
1-2:30 p.m.	<b>ENGINEERING—Pedestrian and Bicycle Roadway Design: Safe, Smart, and Defendable</b> <b>Josh DeBruyn</b> , Bicycle and Pedestrian Coordinator, Michigan Department of Transportation <b>Deirdre Thompson</b> , Pedestrian and Bicycle Safety Engineer, Michigan Department of Transportation  <i>Examine the elements of good pedestrian and bicycle design and how these elements increase pedestrian and bicyclist safety. Issues of personal and agency liability will also be discussed.</i>	Lincoln
1-2:30 p.m.	<b>CMV—When Traffic Safety Equals Food Safety</b> Sergeant <b>Brad Banks</b> , Traffic Safety Division, Michigan Department of State Police Sergeant <b>Steven Pascoe</b> , Training Unit Commander, Traffic Safety Division, Michigan Department of State Police  <i>Whether tainted food, counterfeit auto parts, or illegal hazardous materials, it is moving down Michigan's highways in trucks and trailers. Learn about the significant role the Traffic Safety Division of the Michigan State Police plays in protecting the state's critical infrastructure and homeland security. With training, technology, and intelligence-led policing, Motor Carrier officers are involved in traffic enforcement that helps preserve Michigan's resources and ensures the welfare of its citizens.</i>	103AB
1 – 2:30 p.m.	<b>YOUNG DRIVERS —Teen Drivers and Traffic Safety</b> <b>Dawn Kepler</b> , College Program Coordinator, Prevention Network  <i>A panel of high school and college students will talk and answer questions about their driving habits and underage drinking...and anything else you have always wanted to ask a teen, but were afraid to ask.</i>	Auditorium

# Wednesday Agenda (continued)

1-2:30 p.m.	<p><b>SENIOR MOBILITY—University Approach to Maintaining Safe Senior Mobility</b></p> <p><b>Richard Backs</b>, Ph.D., Director, Center for Driving Evaluation, Education, and Research, Central Michigan University</p> <p><b>David W. Eby</b>, Ph.D., Research Scientist, Social and Behavioral Analysis Division, University of Michigan Transportation Research Institute</p> <p><b>Lisa J. Molnar</b>, Lead Research Associate, Social and Behavioral Analysis Division, University of Michigan Transportation Research Institute</p> <p><i>Find out about two university programs designed to evaluate cognitive fitness to drive, provide education to improve older driver safety, and conduct research on older and younger drivers as well as drivers with attention disorders.</i></p>	104AB
1-2:30 p.m.	<p><b>LICENSING—Assisting and Assessing Drivers: Michigan Department of State Update and Overview</b></p> <p><b>Sue Mynsberge</b>, Driver Assessment Analyst, Michigan Department of State</p> <p><b>Carol Reagan</b>, Traffic Safety Specialist, Michigan Department of State</p> <p><i>In January 2009, there were 7.1 million licensed drivers in Michigan. The Michigan Department of State receives 4,700 Requests for Driver Evaluation each year. In 2008, 57 percent were submitted by law enforcement and 23 percent from medical professionals. Last year, the department held approximately 28,000 driver reexaminations. Learn more about the Request for Driver Evaluation process, the driver reexamination process, and other MDOS programs that are assisting drivers.</i></p>	Michigamme
2:30 – 3 p.m.	<p><b>Break</b></p>	Central Lobby
	<b>WORKSHOPS</b>	
3 – 4:30 p.m.	<p><b>ENFORCEMENT—Legal Update: What Law Enforcement Needs to Know Regarding Traffic Laws</b></p> <p>Sergeant <b>Lance Cook</b>, Traffic Safety Division, Traffic Services Section, Michigan Department of State Police</p> <p><b>Brian Peppler</b>, Prosecutor, Chippewa County Prosecutor's Office</p> <p><b>Kenneth Stecker</b>, Traffic Safety Resource Prosecutor, Prosecuting Attorney's Association of Michigan</p> <p><i>Examine recent statutory and case law changes made during the past year. This includes interpretation of OWI laws and legal requirements and safety considerations involving non-conventional modes of transportation such as motorized scooters, mopeds, and electric bicycles.</i></p>	Lincoln
3-4:30 p.m.	<p><b>ENGINEERING—How to Hustle: Finding Your Local Match and Justifying Projects</b></p> <p><b>James L. D'Lamater</b>, P.E., Safety Engineer, Michigan Department of Transportation</p> <p><b>Mary Gillis</b>, Manager, Grand Traverse County Road Commission</p> <p><b>Mary Lajko</b>, Engineering Technician, Michigan Department of Transportation</p> <p><i>There are many creative and innovative ways local agencies can find match money for federally funded safety projects. Learn about various funding options available to local agencies and take part in a training session on the new and improved time of return process.</i></p>	Auditorium
3-4:30 p.m.	<p><b>OCCUPANT PROTECTION—How Can We Increase Teen Belt Use?</b></p> <p><b>Mark Freedman</b>, Vice President, Director of Transportation and Safety Research, Westat, Rockville, Maryland</p> <p><b>Susan C. Joel</b>, P.E., P.T.O.E., Chair, Hillsborough County Traffic Safety Team, Odessa, Florida and Traffic Engineer, HNTB</p> <p>Trooper <b>Todd R. Johnson</b>, Utah Highway Patrol, Salt Lake City, Utah</p> <p><i>Teen drivers are one of the high risk groups on our roadways. One of their best defenses while driving is to wear a safety belt. Speakers from Maryland, Utah, and Florida will present the results of local demonstration projects conducted in efforts to increase teen safety belt use.</i></p>	Michigamme

3-4:30 p.m.	<p><b>EMS—The Future of EMS Data</b></p> <p><b>Robin Shivley</b>, Manager, EMS and Trauma, Michigan Department of Community Health  <b>Michael Roberts</b>, Paramedic/Firefighter, Delta Township Fire Department</p> <p><i>Hear an update on the NEMSIS EMS database project and how it is being used at the agency level. A discussion will also take place on how the state can begin to consider linking data systems.</i></p>	104AB
3-4:30 p.m.	<p><b>BICYCLE/PEDESTRIAN SAFETY—Bicycle and Pedestrian Traffic at the Tipping Point</b></p> <p><b>Norman Cox</b>, President, The Greenway Collaborative, Inc.  <b>Timothy J. Gates</b>, Ph.D., Assistant Professor, Department of Civil and Environmental Engineering, Wayne State University  <b>Peter T. Savolainen</b>, Ph.D., Assistant Professor, Department of Civil and Environmental Engineering, Wayne State University</p> <p><i>This panel will examine engineering, enforcement, and education initiatives to improve pedestrian safety, both in theory and with results from past and ongoing projects.</i></p>	106
3-4:30 p.m.	<p><b>COMMUNICATION—The New World of Social Media</b></p> <p><b>Jim Tobin</b>, President, Ignite Social Media, Cary, North Carolina</p> <p><i>Heard the term social media and wondered what it was? This is an opportunity to learn about social media and social media tools like blogs, podcasts, FaceBook, LinkedIn and others. Everyone needs to know what it takes to be a social media savvy communicator.</i></p>	103AB





# Thursday Agenda

7:30 a.m. - Noon	<b>Registration</b>	Central Lobby
7:30 a.m. - 8:30 a.m.	<b>Breakfast</b>	Centennial ABC
	<b>GENERAL SESSION</b>	
8:30-9:30 a.m.	<b>OBJECTS IN THE MIRROR MAY BE CLOSER THAN THEY APPEAR</b> <b>Tom Vanderbilt</b> , Author, Brooklyn, New York <i>Would you be surprised that road rage can be good for society? Or that most crashes happen on sunny, dry days? That our minds can trick us into thinking the next lane is moving faster? Or that you can gauge a nation's driving behavior by its levels of corruption? These are only a few of the remarkable dynamics that will be explored in this fascinating tour through the mysteries of the road.</i>	Big Ten AC
9:30 - 10 a.m.	<b>Break</b>	South Lobby
	<b>WORKSHOPS</b>	
10 - 11:30 a.m.	<b>BUS SAFETY—School Buses: When Seat Belts Aren't the Answer</b> Sergeant <b>Sharron VanCampen</b> , Traffic Safety Division, Michigan Department of State Police <i>There is no question that seat belts play an important role in keeping occupants safe in vehicles, so why aren't they required on school buses? Find out how school buses utilize "compartmentalization" to keep students safe and why seat belts could cause more harm than good if installed on what is considered one of the safest forms of transportation in the United States.</i>	Auditorium
10 - 11:30 a.m.	<b>ENFORCEMENT—Building A Better OWI Case</b> <b>Scott Ellis</b> , Ellis & Associates, Mason, Michigan <b>Kenneth Stecker</b> , Traffic Safety Resource Prosecutor, Prosecuting Attorney's Association of Michigan <i>An effective working relationship between law enforcement and prosecutors is a must, but that's not always the case. The goal of this session is to assist with the development of effective communication between officer and prosecutor to better prepare for a successful OWI case.</i>	Lincoln
10 - 11:30 a.m.	<b>ENGINEERING—Intersection and Pedestrian Safety in Kalamazoo</b> <b>Shahid Abbas</b> , Traffic Engineer, City of Kalamazoo <i>A variety of intersection and pedestrian countermeasures applied in Kalamazoo have led to a dramatic reduction in traffic crashes citywide, including a 72 percent reduction in pedestrian crashes along a targeted three-mile corridor. Discover the secrets to this city's success.</i>	103AB
10 - 11:30 a.m.	<b>OCCUPANT PROTECTION—Outreach and Occupant Protection for Children In the Community</b> <b>Dan Marcisz</b> , Coordinator, Jackson County Child Safety Seat Coalition, Jackson County Sheriff's Office, Medford, Oregon <b>Stephanie Tombrello</b> , Executive Director, SafetyBeltSafe U.S.A., Torrance, California <i>Community programs help keep seat belt and child passenger safety messages in the forefront of the public's eye at the local level. Hear about a successful partnership and a program targeted to social service and childcare workers.</i>	106
Noon - 2 p.m.	<b>Governor's Traffic Safety Advisory Commission State of Traffic Safety and Awards Luncheon</b>	Big Ten AB

## Exhibitors

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## Organizational Exhibitors

**CENTRAL MICHIGAN UNIVERSITY**

**LANSING AREA SAFETY COUNCIL**

**MICHIGAN CENTER FOR TRUCK SAFETY**

**MICHIGAN DEPARTMENT OF STATE**

**MICHIGAN IGNITION INTERLOCK PROVIDERS ASSOCIATION**

**MICHIGAN NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY**

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**NATIONAL HOSPITALITY INSTITUTE**

**OFFICE OF HIGHWAY SAFETY PLANNING**

**PREVENTION NETWORK**

**UNIVERSITY OF MICHIGAN TRANSPORTATION RESEARCH INSTITUTE**



## Kellogg Hotel &amp; Conference Center, East Lansing

